

Promoting Voter Registration via Social Media

Posting on social media is a terrific way to reach a wide number of people in your social circles. You can share our sample posts or create your own message to encourage your followers to register to vote. We encourage you to post on whichever social media platforms you use most and with which you are most comfortable.

Want more tips on using social media for advocacy? Check out the [social media toolkit](#) we created for our Student Ambassadors.

After posting on your personal accounts, you can also share on a social media handle you've created for your SCAN club or community, or on other Facebook groups to which you belong. Be sure to include [one or more of our social media graphics](#) in your post. We strongly encourage you to use graphics, photos and hashtags in your posts to get your message seen by more people, which can result in more registrations! Remember to tag SCAN in your posts so we can share them on our social media handles.

Hashtags to use:

- #InvestInKids
- #Election2020
- #ElectionDay
- #NationalVoterRegistrationDay
- #WhyIVote
- #VotingMatters
- #VAElection or #VAVotes (use your state abbreviation)

Sample social media posts:

- Voter registration is easy and only takes a few minutes! Register, check your registration status or sign up for election reminders at <https://scan.turbovote.org>. #VotingMatters
- Do you know somebody who's still not registered to vote? The voter registration deadline in [state] is [date]. Encourage them to register at <https://scan.turbovote.org> before it's too late!
- In honor of #NationalVoterRegistrationDay on 9/22, I'm encouraging my friends and family to register to vote or update their registration status. Register now at <https://scan.turbovote.org>.
- Did you move to college from out of state and want to vote here? Do you need to update your voter registration address? It's fast and easy. Check it out: <https://scan.turbovote.org>.
- I'm voting in my first election this year and it would mean so much if you would join me! Register to vote by [state deadline] at <https://scan.turbovote.org>. #VotingMatters
- I'm not old enough/eligible to vote, so I urge you to please #vote if you can! Register or update your registration address at <https://scan.turbovote.org>.

Get creative by making and sharing your own photos and/or videos about voter registration! Original videos and photos typically perform more strongly than text-only posts across all social media platforms. Here are a couple of ideas for photos or videos you can create:

- Completing your online registration form (don't include personal information in the frame)
- Dropping your paper form in to the mail to show how quick and easy it is to register to vote
- Holding up a sign with the top reason you are registering to vote

Consider posting these on your timelines, and in your Facebook, Instagram, or Snapchat "Stories" for a wider reach. Bonus points to anyone who creates a viral TikTok video about voter registration!